



Sale Pages

Building & Operating

This talk:

- *How to work with us*
- *Best practices*
- *New tools + rad tricks*

Sale Pages

Who, when, how

Can I run a sale on Steam?

**Yes, we host third-party
organized sale events on
Steam**

Types of sale pages:

Developer/Publisher

Themed

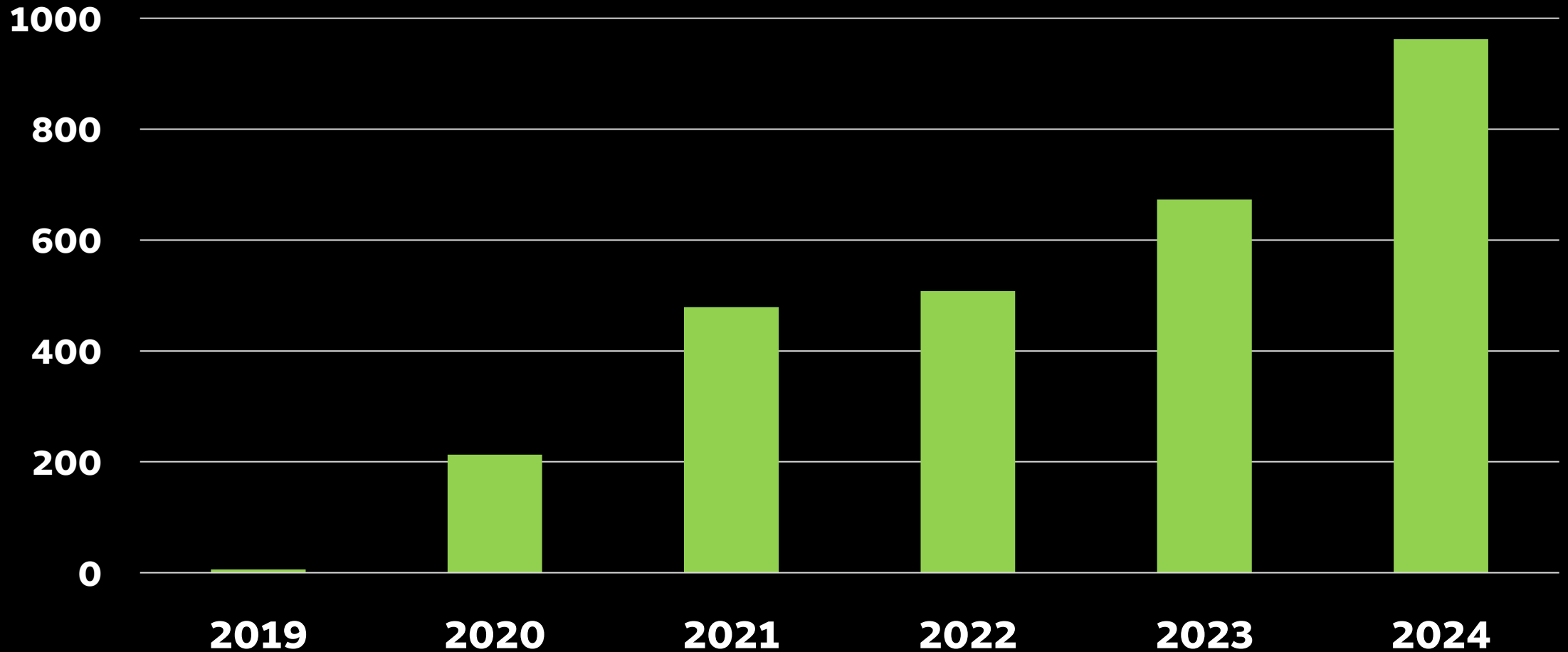
Showcase

Regional

STEAM SALE PAGES



Sale pages on Steam:



How to apply for a sale page

Categories of sale pages:

Developer

Publisher

Themed

Showcase

Regional

Themed / Showcase / Regional

Determine your scope

Write your tagline

Coordinate with developers

Developer / Publisher Sales

Just your games

Apply for a sale page:

Your sale idea? Describe it to us as you would to customers.

List of games? Those confirmed.



Sale pages we would decline

Too broad

Too narrow

Too vague of idea; nothing committed

Something that looks like it's just trying to game visibility

Build your page

More tips later in this talk

**Think about the customer
experience**

Sale page review

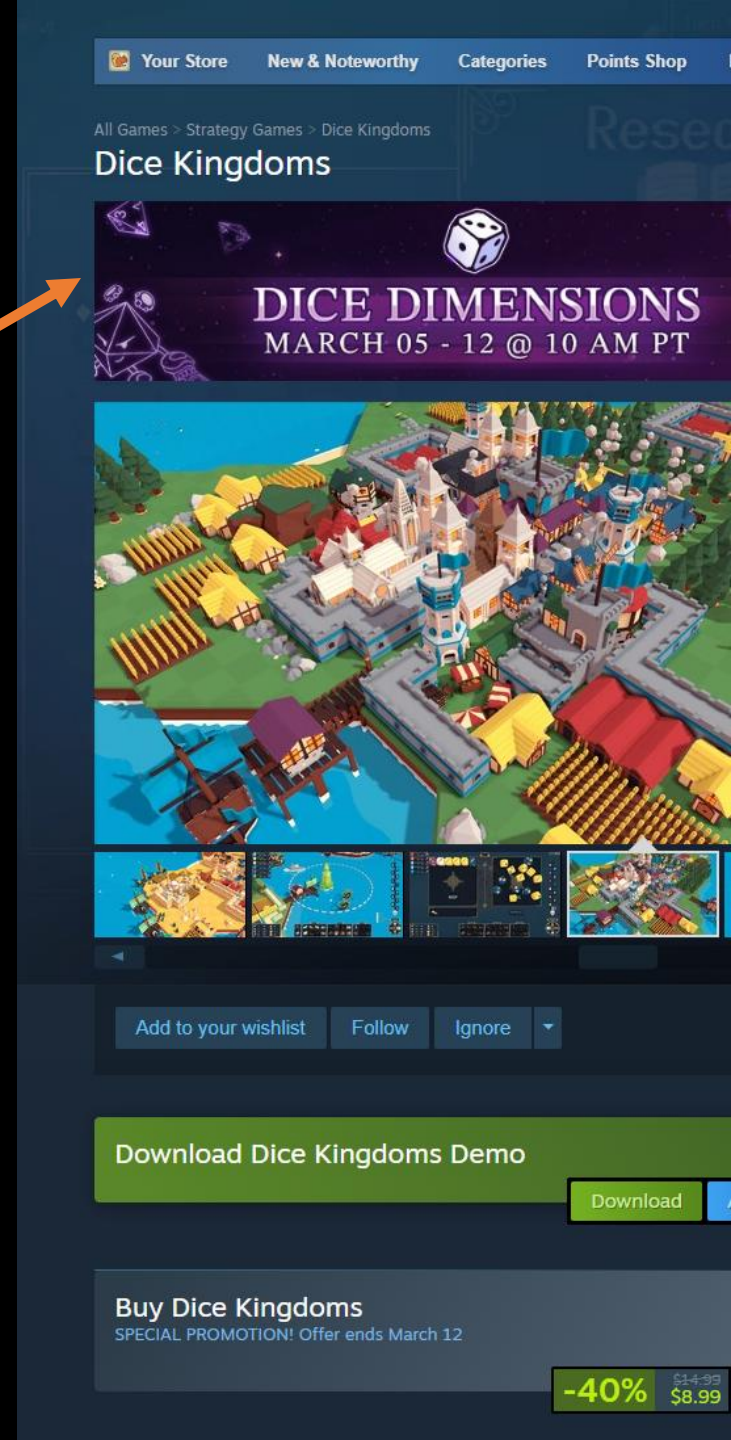
Allow a few business days for review

Only submit when it is complete!

Automatic visibility:

- **Store page banners**
- **Special Offers hub**

Average >1M impressions



Considerations for front page:

- **Recognizable existing event?**
- **Clear scope for the event?**
- **Does it include the expected games?**

Considerations for front page:

“How do I confirm titles with partners when I don’t have featuring confirmed?”

Considerations for front page:

Third party events should not primarily serve as a vehicle for self-promotion

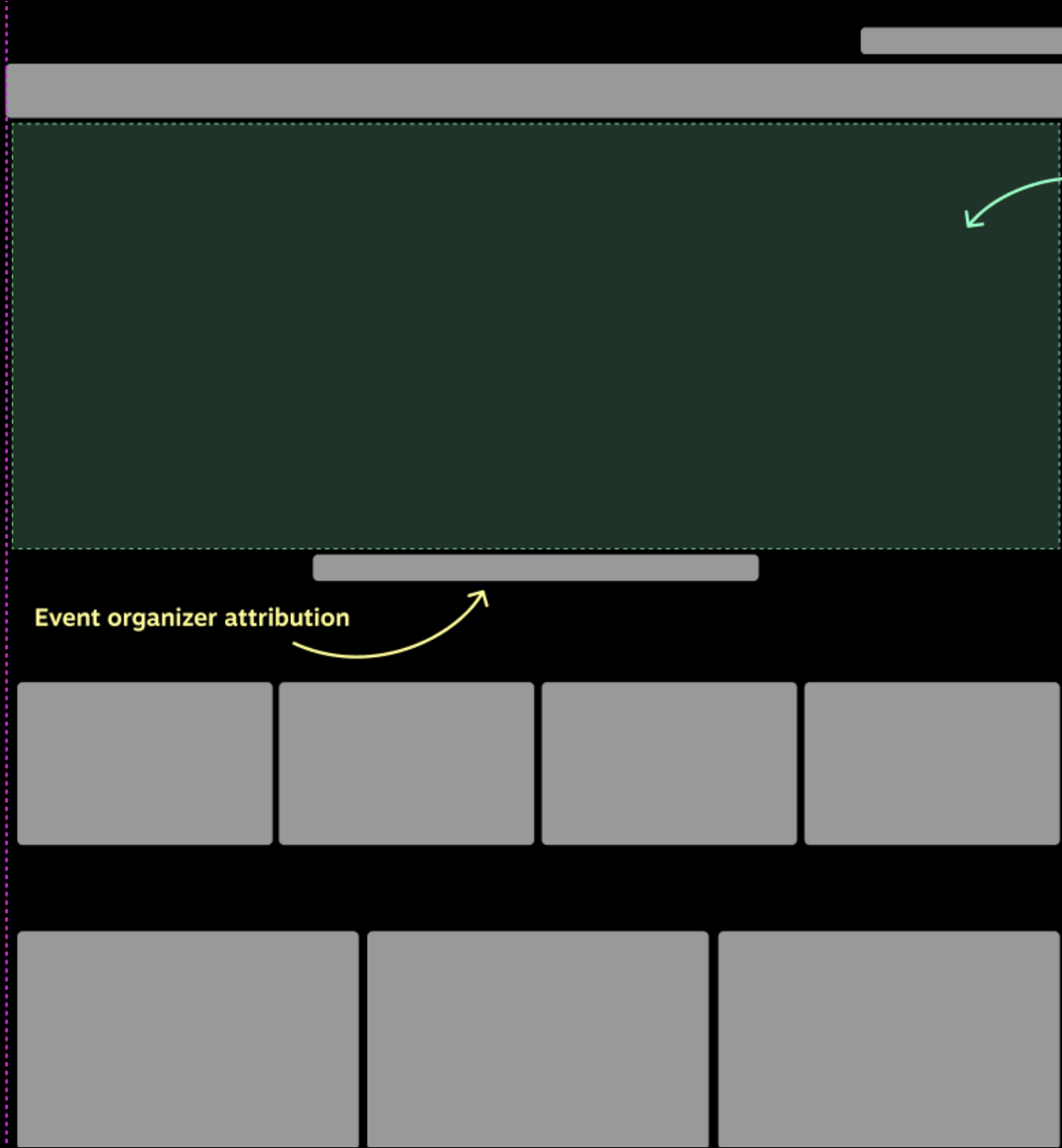
Sale Pages

Best practices

Artwork

**Use the *Sale Background Image*
and *Sale Page Logo* correctly**

For mobile, tablets, Steam Deck

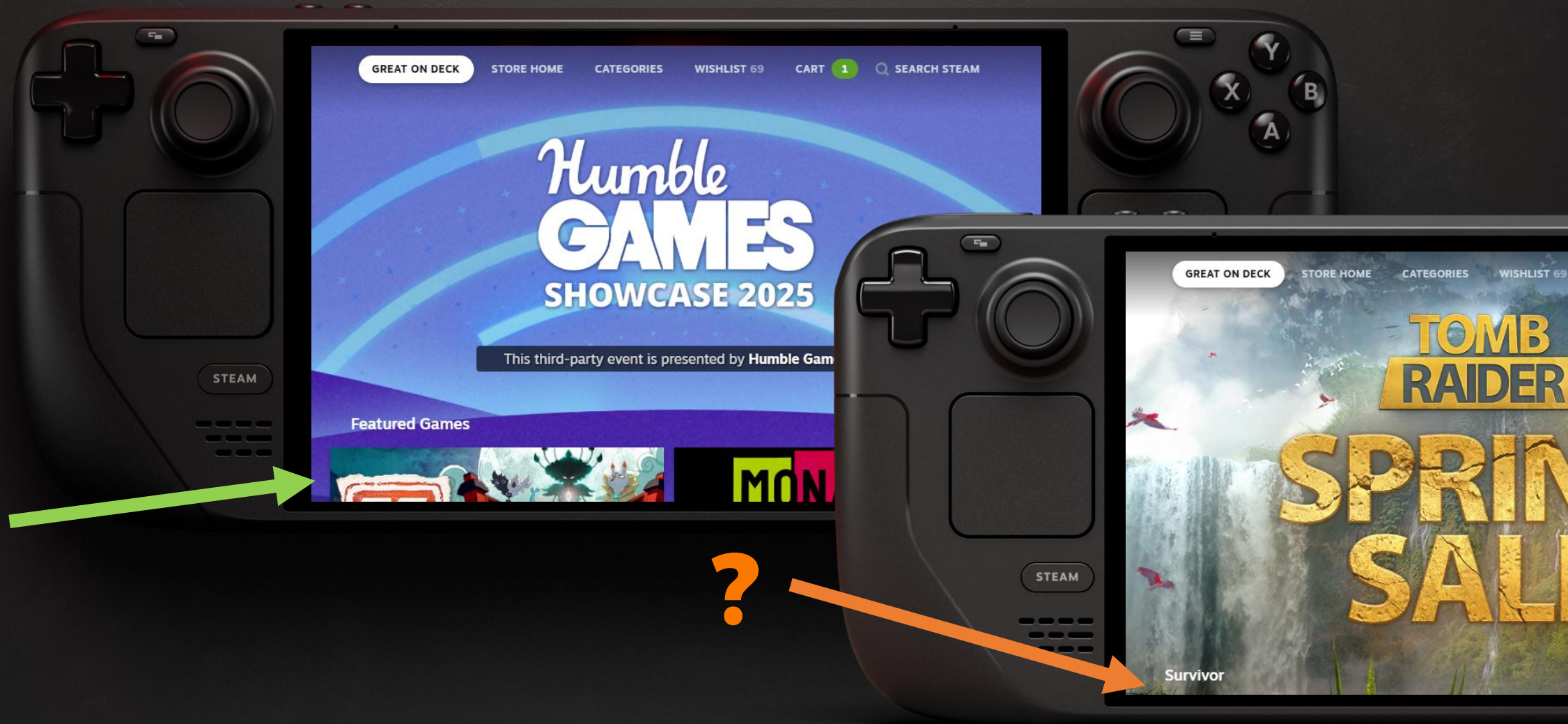


Logo and tagline

Event organizer attribution

Width of sale content

Uses Sale Logo | Embedded in Background



Artwork

Consider wide monitors



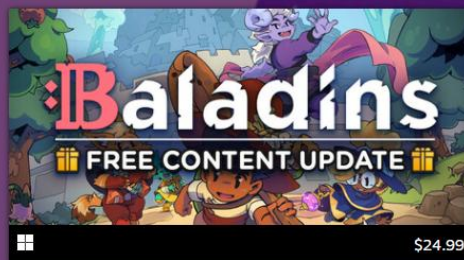
ARMOR GAMES
STUDIOS

PUBLISHER SALE FEBRUARY 2-9

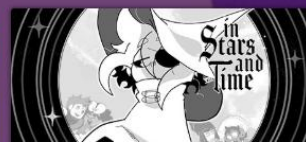


This third-party event is presented by Armor Games Studios

JUST RELEASED AND NEW UPDATES!



BEST SELLERS



STEAM DECK BUILDERS FEST

NOW – APRIL 1 @ 10 AM PACIFIC

[FEATURED](#)[BROWSE GAMES](#)[FREE TO PLAY](#)[FREE DEMOS](#)[UPCOMING](#)

Celebrating with discounts, demos, and upcoming releases!

ON YOUR WISHLIST

★ ON WISHLIST



Potionomics

Oct 17, 2022 Deckbuilding Dating Sim Capitalism Simulation Fantasy

You've inherited your uncle's potion shop—and a huge debt. Better get brewing! Customize your store, hire heroes to gather ingredients, befriend (or romance) fellow vendors to learn new haggling strategies, and go head-to-head with competitors in this narrative-driven, deck-building shop simulator.

\$24.99

RECOMMENDED FOR YOU



STEAM IDLER FEST

NOW - FEB 10 AT 10 AM PT

[FEATURED](#)[BROWSE GAMES](#)[FREE TO PLAY](#)[FREE DEMOS](#)[UPCOMING](#)

**DISCOUNTS AND DEMOS ON GAMES THAT CAN PLAY THEMSELVES,
EVEN WITHOUT YOUR HELP.**

BROWSE TRAILERS

Trailer Preview | The Perfect Tower II

XP 132

0

UPGRADES

79

1.40E11

2.03E12

WAVE 128
EASY

THE PERFECT TOWER II

[Action](#) [Multiplayer](#) [Singleplayer](#) [Strategy](#) [Idler](#)

The Perfect Tower II is a mix between an incremental and a tower defense game. Build a town, manage resources and explore a variety of mini-games and tons of upgrades. Fully automate your game and watch...

Free To Play

STEAM IDLER FEST

NOW - FEB 10 AT 10 AM PT

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BROWSE TRAILERS

[Trailer Preview](#) | [The Perfect Tower II](#)

XP 132

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[Free To Play](#)



**DISCOUNTS AND DEMOS ON GAMES THAT CAN PLAY THEMSELVES,
EVEN WITHOUT YOUR HELP.**

BROWSE TRAILERS

Trailer Preview | The Perfect Tower II

WAVE 128
EASY

XP 132
0

UPGRADES

79
1.4E11
2.0E12

4.51E2 / 4.52E2

THE PERFECT TOWER II

Action Multiplayer Singleplayer Strategy Idler

The Perfect Tower II is a mix between an incremental and a tower defense game. Build a town, manage resources and explore a variety of mini-games and tons of upgrades. Fully automate your game and watch...

Free To Play

STEAM IDLER FEST

NOW – FEB 10 AT 10 AM PT

[FEATURED](#)[BROWSE GAMES](#)[FREE TO PLAY](#)[FREE DEMOS](#)[UPCOMING](#)

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BROWSE TRAILERS

[Trailer Preview | The Perfect Tower II](#)

XP 132

0

UPGRADES

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WAVE 128
EASY**THE PERFECT TOWER II**[Action](#) [Multiplayer](#) [Singleplayer](#) [Strategy](#) [Idler](#)

The Perfect Tower II is a mix between an incremental and a tower defense game. Build a town, manage resources and explore a variety of mini-games and tons of upgrades. Fully automate your game and watch...

[Free To Play](#)

Messaging

What is your event?

How are the games connected?

BULLET HEAVEN 2.0

FESTIVAL

DECEMBER 4TH - 11TH



This third-party event is presented by Human Qube and Erabit

LIVE NOW BROADCASTING

Welcome to the Bullet Heaven Festival, an explosive celebration of reverse bullet hell gaming. You'll be flooding the screen with your own arsenal in a storm of firepower that puts traditional bullet hell games to shame. Unlike the Bullet Hell genre, known for testing players' skill and precision by requiring them to navigate through countless enemy projectiles, Bullet Heaven flips the script. Here, the barrage of bullets will be coming from YOU.

Ready your weapons, the Bullet Heaven Festival awaits!

FEATURED GAMES



Craft Good Marketing

Highlight recognizable games



Sale Pages

New Tools & Rad Tricks

Trailer Carousel:

DISCOVER NEXT FEST

BASED ON WHAT YOU'VE BEEN PLAYING

General / Cinematic | Drop Duchy Demo

- Collect 100 with the Belfry in a single round
- Recruit 50 with your Belfry in a single round
- Upgrade the Belfry to level 6 before reaching The Wall

10

50 / 50



Medieval Roguelike Roguelite Historical Strategy

Build your duchy piece by piece in this refreshing hybrid rogue-lite game. Use block-dropping mechanics to collect resources, recruit troops to fight against belligerent armies, and let every block shape your realm, leading your path to...

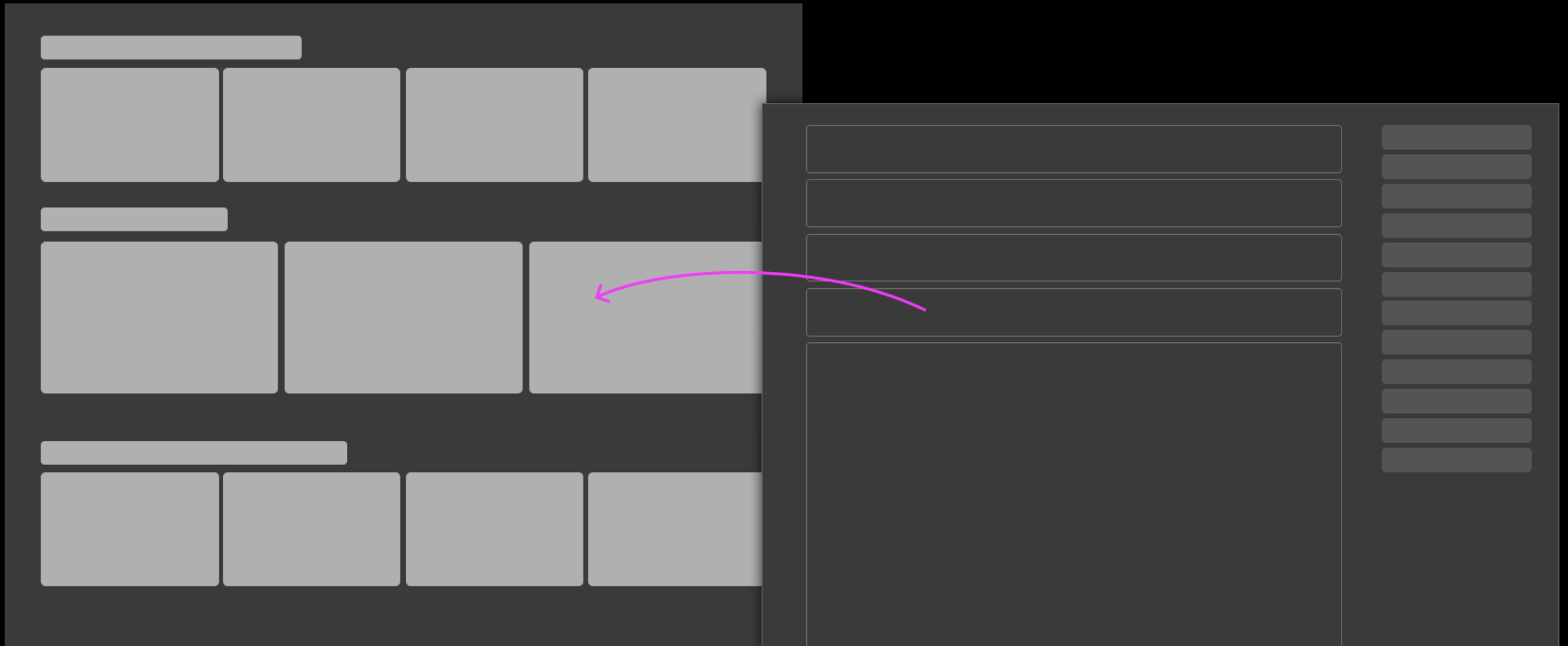
Install Demo

Coming Soon

Next Game in 7 seconds...

☒ Auto Advance

Live preview:



Workflow improvements:

LIVE DEMO!

Adil, Show us the new stuff!

Pro Tip:

Linked App list

(Sync
frequently)

STEAM SALE PAGES

LINKED APP LIST - 2245 ?

ADD INDIVIDUAL APPS ?

Enter app name or page URL

LINKED APPS - 2245 ?

Explore ?

Edit Raw ?

Sync ?

SEARCH WITHIN LIST ?

Search Within List



Run TavernQuest (808610) (game) ✖

Labels: 29 Show



Truck Mechanic: Dangerous Paths (995680) (game) ✖

Labels: 27 Show



Ruffy and the Riverside (1002260) (game) ✖

Labels: 30 Show



Night is Coming (1011590) (game) ✖

Labels: 29 Show



Túatha Echoes: The Village (1024120) (game) ✖

Labels: 29 Show



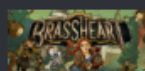
Monaco 2 (1063030) (game) ✖

Labels: 33 Show



Multiverse Designer (1068500) (game) ✖

Labels: 29 Show



Brassheart (1072550) (game) ✖

Labels: 21 Show



4th Era - The RuneChild (1078610) (game) ✖

Labels: 27 Show

Smart Sections

NEW

SMART SECTION TYPE

Tag Recommender (?)

Show page apps from user's wishlist (?)

Show page apps suggested by Interactive Recommender (?)

Show page apps with the most relevant tag the user plays (?)

Show page apps on discount (?)

Popular Discounted (?)

Tag Recommender (?)

Trending Upcoming (?)

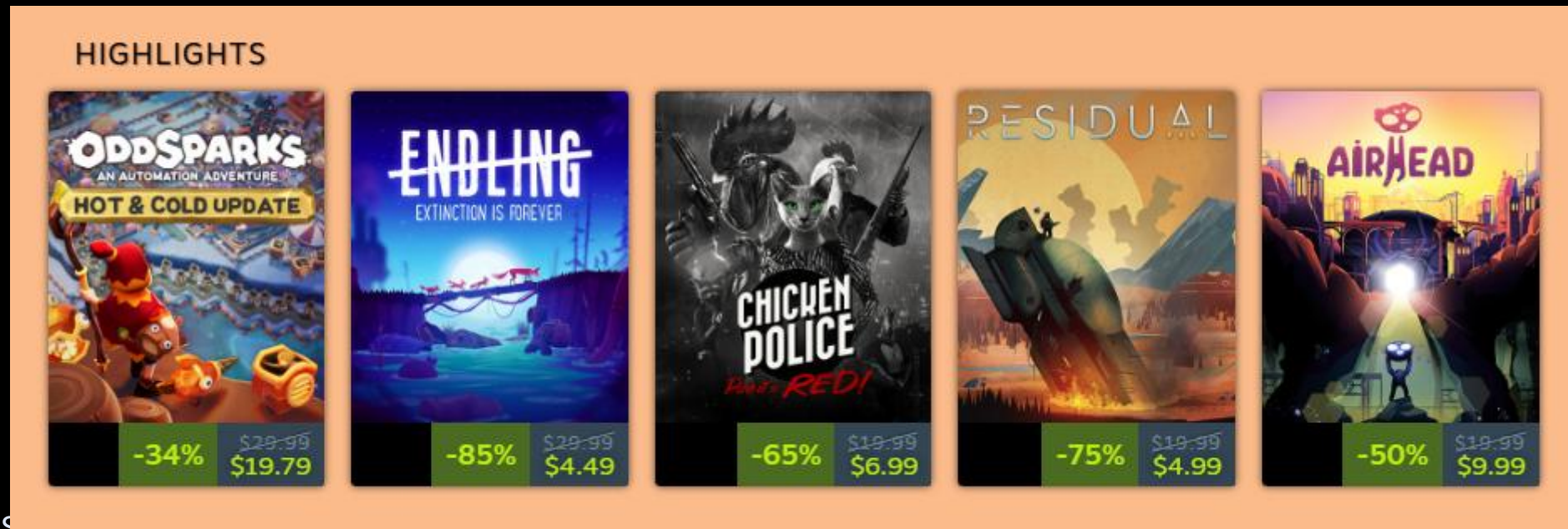
Personalize the page

Recommendations

Wishlists

Welcome the user

Highlight a few of your most recognizable titles on the page



Pro tip:

**Vertical scrolling is better than
carousels**

Pro tip:

This widget is cool!



METRO EXODUS

Flee the shattered ruins of the Moscow Metro and embark on an epic, continent-spanning journey across the post-apocalyptic Russian wilderness. Explore vast, non-linear levels, lose yourself in an immersive, sandbox survival...

TAGS Post-apocalyptic FPS Singleplayer Open World Story Rich Atmospheric

RELEASE DATE: Feb 14, 2020
DEVELOPED BY: 4A Games
PUBLISHED BY: Deep Silver

Very Positive 102,741 User Reviews

Windows Apple Mac

-75% ~~\$29.99~~ **\$7.49**

How to represent bundles properly.

Single item widget

Features:

Background Groupings

Features:

Tabs

Features:

Randomization

Features:

Section Visibility



Thank you

**Copy of these slides,
and other resources**

